

341
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INSTITUTE OF ARCHITECTS

WISCONSIN ARCHITECT

THE OFFICIAL PUBLICATION OF THE STATE ASSOCIATION OF WISCONSIN
ARCHITECTS — THE WISCONSIN CHAPTER A.I.A. AND THE PRODUCERS
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DECEMBER

1944

VOL. 12

NO. 12



RESIDENCE OF MR. AND MRS. ROBERT F. JACOBI, Wauwatosa, Wisconsin
WALTER G. MEMMLER ARCHITECT MILWAUKEE, WIS.

Season's Greetings

THE WISCONSIN ARCHITECT

Official Publication

The State Association of Wisconsin Architects

Wisconsin Chapter, The American Institute of Architects

Producers' Council Club of Wisconsin

LEIGH HUNT, F.A.I.A., *Editor and Publisher*

ELIZABETH SCOTT HUNT, *Managing Editor*

Contributing Editor—PETER BRUST, F.A.I.A.

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☛ The Secretary is planning to publish in the Wisconsin Architect, a list of members of the State Association. It looks now as though the list will be a long one, inasmuch as the response to the current bills for dues, recently mailed out, has been very gratifying. If you have not already sent in your check, please do so at once. There is much important work being done, and to be done, by the State Association which will be of great benefit to its membership, and money is needed. Hence, this urgent appeal.

MINUTES OF DECEMBER EXECUTIVE BOARD MEETING

State Association of Wisconsin Architects

The Board of the State Association of Wisconsin Architects met on Saturday, December 2, 1944, at 10:30 A. M. at the Plankinton House, Milwaukee.

Present: Edgar H. Berners, District No. 3; Frank F. Drolshagen, T. L. Eschweiler, Leigh Hunt, Walter G. Memmler, Mark F. Pfaller, and Arthur L. Seidenschwartz, District No. 7.

By Proxy: Emiel F. Klingler, Districts No.'s 1 & 2; Noel R. Safford, District No. 3; C. Madsen, District No. 4; Frederick W. Raeuber, District No. 5; Lewis Siberz, District No. 6.

Absent: Ellis J. Potter, District No. 6; Robert S. Chase, District No. 8.

DISCUSSIONS

1. It was moved by Mr. Drolshagen, seconded by Mr. Memmler, and carried, that the Minutes of the September Board Meeting be approved as written.

2. A letter was read from the National Roadside Council requesting indorsement of the program to eliminate roadside signs. A motion was made by Mr. Drolshagen that this program be endorsed. The motion was seconded by Mr. Seidenschwartz and carried.

3. A letter was read from a soft drink association asking that the President suggest the names of architects

familiar with soft drink bottling plant design and construction. A motion that the president comply was made by Mr. Eschweiler, seconded by Mr. Memmler, and carried.

4. The Secretary was instructed to write a letter to Frank F. Drolshagen, President of the Seventh District, on the subject of professional classification of the Architects in Milwaukee County and the City of Milwaukee; the Seventh District Board to recommend to the County and the City, through the Technical Committee, the inclusion of Architects on a parallel basis with the Engineers in all classifications where the engineer is mentioned.

5. It was moved by Mr. Seidenschwartz, seconded by Mr. Memmler and carried, that the Treasurer buy a \$100 War Bond, crediting same to the Construction Industry.

The meeting was recessed at 12:30 for lunch.

The afternoon session was called to order at 2 o'clock.

6. Building Congress:

Walter Memmler stated that he had resigned as secretary of the Building Congress and also that he was resigning as the State Association's representative on the Congress.

A motion was made by Mr. Eschweiler that the Secretary send a letter to the President and Vice President of the Congress notifying them that the State Association had been informed of Mr. Memmler's resignation. This motion was seconded by Mr. Drolshagen and carried.

7. Unification:

Following a discussion on Unification, the following motion was made by Mr. Eschweiler, seconded by Mr. Drolshagen and unanimously carried:

That Leigh Hunt, Vice-Chairman of the Unification Committee of The American Institute of Architects, be instructed during his conference with the Unification Committee and the Board of The Institute in Cincinnati, December 12 and 13, to stress the need for a single state organization so as to eliminate duplication of effort wherever possible.

The meeting was adjourned at 4:30 o'clock.

Respectfully submitted,

Leigh Hunt, Secretary

* * * * *

Architects do have, more than most, a chance to influence the future by helping to form at least the physical environment in which people will work and rest and enjoy themselves. Already they are laying out the houses and schools and hospitals and stores and workshops of tomorrow. Already they are helping to plan and replan the communities in which their fellow men will live. Soon their drafting rooms will expand with increasing work and builders will commence to put together in solid materials the things first visualized on paper. We will then be in full swing on the way to making the new world we have talked about for so long.

Extract from Editorial by
Kenneth Reid — Pencil Points

* * * * *

SAVE YOUR WASTE PAPER

JOINT MEETING STATE ASSOCIATION — WISCONSIN CHAPTER CALLED FOR JAN. 24, TO DISCUSS UNIFICATION

There will be a joint meeting of the State Association of Wisconsin Architects and the Wisconsin Chapter of The American Institute of Architects on Wednesday evening January 24, at 8 o'clock in the Lodge Room of the Electric Company, 231 W. Michigan Street, for the purpose of discussion UNIFICATION OF THE PROFESSION. A call for this meeting has been ordered by both organizations.

Leigh Hunt, Vice-Chairman of The Institute's Committee on Unification, attended a meeting of the Unification Committee in Cincinnati, Ohio, on December 12 and 13, at which time the recommendations of the Committee were submitted to the Board of The Institute and unanimously passed.

At the joint meeting of the State Association and the Wisconsin Chapter, Mr. Hunt will explain the Unification Program—how it is being developed and what action is necessary to be taken by Wisconsin architects in order to have ONE State Organization.

According to Mr. Hunt, the states of California, Michigan, Ohio, and Pennsylvania, submitted their new by-laws all of which are based upon the same general premise: That The American Institute of Architects be

the national organization and that all members of these new associations be corporate members of The Institute, with the exception of certain associates of the Chapter who ultimately will become corporate members.

The program calls for the discontinuance of the State Association members of The Institute in 1947 and the substitution, therefore, of the forty-eight State Chapters and the District of Puerto Rico, Hawaii and the Philippine Islands, making a total of fifty-one units in place of the now existing seventy-three Chapters and the twenty-six State Association members.

Mr. Hunt will have printed data on the action of the Unification Committee and the Board of The Institute, for distribution at this meeting.

Alexander H. Bauer, Secretary
Wisconsin Chapter, A. I. A.

Editor's Note: On Page 6 of this issue is a copy of the bylaws of the new California Council which, before they were accepted by the Board of The Institute, were revised to contain the words, "qualified architects" and the statement that "the California Council is a branch of The American Institute of Architects."

RESPONSIBILITY OF THE ARCHITECT IN POSTWAR PROBLEMS

By LORING H. PROVINE, F.A.I.A.

Director, Illinois-Wisconsin District, A.I.A.

During these turbulent times when everyone is thinking of winning the war, it is difficult to think of some of the problems which are needing serious consideration, but some of the most constructive work of the past was started during times of pressure like the present.

Today we should be thinking of some of the enduring values of life, even though our very thought and effort is devoted to war. We need to realize that there is a peace coming, and it will come suddenly, when we want a better world, and plans should be made now, ready for action when that time comes.

Much serious thought is being given today by a few individuals to the ways and means of placing the profession in a commanding position when peace comes. This is no one-man committee job—it is intimately related to all who are interested in a better world physically. Plans are being made now by certain groups of architects for the postwar era, which in another way will be a period of stress and readjustment. If the public can be convinced now that an architect by his training and experience is in a position to serve society, to relieve a client on private work, of much that is confusing, a great step forward will have been accomplished, but who is going to listen to such talk today?

Business is going ahead after the war; this will require shelter; stock will have to be stored, which will require protected space and workers will have to be housed. Is all this to be a development of salvaged war materials, regardless of their adaptability? New communities will spring up over-night—will we be

ready for this problem? The better side of human nature will need to be encouraged, and who is better qualified to tackle this problem than the architect? This is all within the field of architecture and needs the attention of the profession now. Who will push this important work to meet the challenge of the changing world?

This is the time for detailed action; general statements of general aims are well enough and the press has been filled with pleasant sayings about things to come. Now is the time for detailed action; the members of the Institute should become leaders of civic movements or become identified with civic groups which are being organized to meet the challenge of the changing world. Private enterprise will welcome co-operation from the architects. This calls for individual action; this is not a committee responsibility or an Institute problem these agencies can help but it cannot do the work of the individual.

—The American Builder

As the Wisconsin Architect extends
to you the Season's Greetings, it
brings to a close the year 1944, with
the phenomenal

VOL. 12

NO. 12

BROOKLYN CHAPTER CELEBRATES GOLDEN JUBILEE — DISCUSSES CAUSES OF BLIGHT

Mr. Leigh Hunt, F.A.I.A. Architect

December 1, 1944

152 W. Wisconsin Avenue
Milwaukee 3, Wisconsin

Dear Mr. Hunt:

I am enclosing a newspaper clipping from one of our local papers which describes in detail the commemoration of our (Brooklyn Chapter) 50 years as a Chapter of The American Institute of Architects, which took place Nov. 28.

Thought you would like to mention something in your official publication about our "pride."

I have been in receipt of your monthly publication for which please accept my most sincere thanks, and assuring you that I find the same very interesting, so much that I have a file for same in my office.

May I extend to you my best wishes for your continued success as Editor of "The Wisconsin Architect."

Sincerely yours,

Harry L. Yakel

Secretary

Amid an exhibition which reminded them of the accomplishments of Brooklyn's architects over a period of 50 years, members of the Brooklyn Chapter of the American Institute of Architects stressed the need for new housing and community improvements.

More than 200 members and many notables in Brooklyn civic life assembled in Michel's Restaurant, 346 Flatbush Ave., for the golden jubilee dinner and examined about 100 framed architectural drawings or plans adorning the walls.

The plans were chiefly the creations of early members of the chapter, which was founded in 1894 by a small group of architects to promote the interests of the then rapidly growing City of Brooklyn. They previously had been members of the department of architecture of the Brooklyn Institute of Arts and Sciences and the American Institute of Architects.

Adolph Goldberg, president, was toastmaster. Irving V. A. Huie, commissioner of Public Works, was guest of honor and Henry V. Murphy, vice president, was chairman.

Lorimer Rich, architect and member of the City Planning Board, declared that "Controller McGoldrick has stirred our imagination with his rehabilitation suggestions." Optimistic that "we will have a civic center," he asserted "the ball is rolling."

"This great giant of a city, the third largest in the country, is waking up," he said. "She needs, above all, leadership. She needs the help of her architects, her engineers, her technicians and her thoughtful citizens. Let us raise our sights and encompass an understanding of the social and economic truths without which all planning is useless. In this way we can bring back to Brooklyn her former title of City of Homes."

He deplored the growing migration of families from older sections to outlying, sparsely settled areas of the borough "where they soon demand new schools, fire houses, police stations, pavements and sewers and leave behind them boarded-up houses, vacant lots, foreclosed properties and tax-delinquent parcels.

"With families moving from the Navy Yard section, the Hill section, South Brooklyn, Greenpoint and Williamsburg to East Flatbush, Sheepshead Bay, Nassau, Westchester and New Jersey," he warned, Brooklyn, like all of the older cities, is confronted with a "devastating urban blight" which if not checked will become an increasing financial drain on the city.

Stresses Five Defects

Mr. Rich attributed the growing "blight" to five defects in the city planning and housing situation. "First," he said, "the street pattern of these old sections was laid out over 100 years ago and designed for the horse and buggy. Since then there has been practically no change in this street pattern.

"In the old days the streets of our residence areas were safe playgrounds," he declared. "Now they are streams of potential injury and death for children and adults. These old neighborhoods lie directly in the path of this flood of vehicular traffic which spills from the Brooklyn, Manhattan and Williamsburg bridges in an uncontrolled deluge and spreads its fumes, its noise and its danger in all directions from the bridgeheads. The tragedy is that this traffic neither originates in nor has its destination in the neighborhood which it ruins.

"This through traffic must be controlled and allowed the use of only certain specific streets. A study of traffic requirements can produce a scheme of control which will direct through traffic into proper channels and away from the homes of the people. It must create neighborhood islands or precincts separated by through traffic streets and with enough local streets dead-ended as to completely discourage cross-neighborhood traffic. A studied disposition of these main traffic streets will result in a series of neighborhood islands."

Raps Faulty Zoning

He criticized the "incompatible land uses and faulty zoning." "These older areas of Brooklyn were fully grown long before we had our zoning laws," he said, "and as a result these sections in part are a jumble of industry and residence. This situation for years was accepted. Then came the subways and the automobile, the outer fringe of the city became accessible and the workman could work downtown and get out to light and air and grass for five cents."

He recommended playgrounds and parks "and space for both active and passive recreation" to make up for the "inhuman and unwholesome environment" which provides only "inadequate and badly distributed parks."

Parents have moved to the suburbs because the school situation there is more satisfactory, he declared, and charged "our schools are just too large to be successful." He urged enforcement of health ordinances to govern "the nuisances of noise, dirt, soot and smoke," which he considers the final important reason families give for leaving the old neighborhood.

Thomas G. Grace, State Director of the Federal Housing Administration, declared that "we in the FHA are prepared in all our districts to build between one and two million homes in accordance with Henry Kaiser's plan. Of the 400,000 homes to be built in the first year after the war 10 per cent, or 40,000, will go to the metropolitan area. Twenty thousand of these will be houses and the other half will be rental units. Sixty-five per cent will be located in Brooklyn and Long Island."

Predicts Building Boom

In an address congratulating the institute, Henry J. Davenport, president of the Downtown Brooklyn Association and the Home Title Guaranty Company, predicted there will be a tremendous volume of building in the metropolitan area after the war. He estimated that "although the beginnings will be slow and limited in volume, even the most optimistic predictions will prove to be underestimates when our postwar building boom actually gets in full swing."

Never before in our history have there been greater strides, under the stress of wartime incentive, in the creation of new materials and equipment and in the improvement of old materials and equipment," Mr. Davenport declared. "In our plans for the development and use of our land and in the construction of buildings the errors of the past shall not be repeated and lasting beauty as well as utility must be secured."

"Past achievements pale literally into insignificance as seen against the background of potentialities in the building market which lies just ahead," he continued. "Much of the metropolitan area is to be built and much more of it is to be rebuilt."

Lauds Borough War Effort

Matthew W. DelGaudia, State association director of the A. I. A., complimented Brooklyn because "it has produced more goods for the war effort and said less about it than any other locality in the United States." Pointing out that postwar planning is the largest responsibility of the architect, he asked for unity among members of the profession and added he saw an expanding organization in the American Institute of Architects.

Carroll Blake, borough superintendent of the Department of Housing and Building, told the members that "if architects submit plans based on law and on common sense my department will give them all possible co-operation."

Assemblyman Alfred A. Lama, Edgar I. Williams, regional director of the New York district of the A. I. A., and Cecil C. Briggs, director of the department of architecture of Pratt Institute, also spoke.

— *Brooklyn Eagle*

ARCHITECTS EXCEED QUOTA IN 6TH WAR LOAN DRIVE

With a quota of \$5000 as its share in the 6th War Loan Drive in conjunction with the Joint Committee of the Building Construction Industry and Union Employees of the A. F. of L., the Architects' group went "over the top" by more than \$3000.

The Joint Committee's final report will be published in the January Wisconsin Architect.

AMUSING BUT TRUE

If you have not read "One Really Should Build a House," by Edwin Bateman Morris in the December issue of the Journal of The American Institute of Architects, do it now.

It's an amusing tale of the pathetic dreamer, David Margarine, longing for a house and a fireplace, but completely frustrated by the commercial, streamlined plans confronting him.

Apparently, Mr. Morris is not in league with those responsible for the "Woodshed" type of architecture.

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UNIFICATION PROGRAM OF CALIFORNIA COUNCIL

The California Council of Architects has submitted to the Wisconsin Architect for publication, a copy of a Unification Program which the architects of California are recommending to The American Institute of Architects for adoption on a nation-wide basis.

The officers and directors of the now organized and functioning California Council are: President, John S. Bolles; Vice-President, Robert H. Orr; Secretary-Treasurer, James H. Mitchell; Delegates, Andrew T. Hass, Loy Chamberlain, Vincent Palmer, Charles O. Matcham, and E. Allan Sheet.

In an explanatory letter Mr. Bolles writes: "The architects of this country have recognized the need for unified action on many matters pertaining to the profession in its public relations and legislative programs. California has taken the lead in bringing forth a concrete proposal for complete unification of the architectural organizations within the State. With the assistance of the Chapters of The American Institute of Architects, the State Association of California Architects has revised its Bylaws and has set up a new overall governing body called the California Council of Architects."

PROGRAM

In order to better serve the membership and the public, the organizations representing the architectural profession within the State of California are in the process of revamping their By-Laws to provide for a central co-ordinating body. The first step necessary to achieve this unified action was taken by the State Association of California Architects which, with the help of the Chapters of The American Institute of Architects, has set up the California Council of Architects.

In the past few years two new problems have arisen which required revisions in the By-Laws of the Association. One of these was The American Institute of Architects' program of unification. The other was the problem of students and draftsmen and their relationship to the architectural profession. There are organizations taking active steps to bring architectural students and draftsmen within their jurisdiction. It was the consensus of opinion among the architects that the interest of the students and draftsmen could be best served within the profession rather than through trade or industrial organizations. At the Directors' meeting of The American Institute of Architects held in Indianapolis in May of this year a presentation was made of the case of the State Association of California Architects in relation to the unification program proposed by The American Institute of Architects. It was agreed that California would endeavor to arrive at a working basis whereby the State Association of California Architects and the various Chapters within the State could fit into a national unification program. This has since become the first order of business for the State Association.

The By-Laws Committee of the State Association of California Architects was requested to re-write the existing Constitution and By-Laws so as to provide for unification and for the affiliation of students and draftsmen. The work of this Committee met with the whole-hearted endorsement of all groups within the State. Under this proposal, and with the addition of a few minor suggestions made by various individuals, a California Council of Architects was to be created which

Council would be composed of representatives from District Chapters. These District Chapters would be co-terminous with the present geographical boundaries of the Chapters of The American Institute of Architects.

It was also provided that the District Chapters should have their membership open to all registered architects within the districts. The various Chapters within the State were to prepare amendments to their By-Laws which would permit the formation of these district organizations.

The major problem facing unification under the District Chapter plan was that of non-dues paying members of the State Association of California Architects. The new By-Laws provide that the California Council of Architects may take the necessary legislative action to become a State corporation empowered to direct all the activities of the profession within the State. This organization would be empowered to regulate the practice of architecture and to levy all fees connected therewith as well as for assessments necessary for the establishment of an adequate executive staff and assistants whose duty would be to promote the interests and welfare of the profession. Under this corporation all architects would automatically become dues-paying members of the District Chapters, and unification, in its entirety, would be achieved.

At the Convention of the State Association of California Architects held at the Fairmont Hotel in San Francisco on November 3rd and 4th, the revised By-Laws were adopted. These By-Laws provide for a Northern and a Southern California Association of Architects which would be the interim organizations set up pending formation of the District Chapters. The California Council of Architects was formed and is now acting as the coordinating group for the two interim associations. When a Chapter of The American Institute of Architects amends its By-Laws to provide for student and draftsman affiliation as well as an equal voice in all matters of State or local nature for all architect members it will automatically become a District Chapter of the California Council of Architects and will supersede the Association within its area. When all of the District Chapters are formed the two Associations shall cease to exist. At this time, the Chapters of The American Institute of Architects in the State of California are taking active steps to revise their By-Laws and will call upon The American Institute of Architects to sanction the revisions where these are not in agreement with the present requirements of The Institute. We believe that unification, as it is now proposed under the California Council of Architects, is one of the greatest steps forward the profession has taken.

* * * * *

The Southern California Chapter of The American Institute of Architects recently held its 50th Anniversary Celebration in Los Angeles.

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RECONVERSION MUST BE SPEEDED

Unless reconversion is speeded, the nation will have at least 11,000,000 unemployed shortly after Nazi Germany capitulates, Boris Shishkin, economist of the American Federation of Labor, emphatically states in an article in the American Federationist. After the defeat of Japan there may be a deadly depression he fears with a total of 20,000,000 Americans unemployed unless affirmative steps are taken immediately to forestall such a catastrophe.

"At the peak of activity there were more than 15,000,000 jobs in war production and services other than agriculture," he says. "A 60 per cent cut in government purchases after V-E Day will deprive nearly 9,000,000 persons of their jobs."

"At about the same time discharges from the armed forces are likely to increase substantially. About 1,250,000 have already been discharged. Discharges are now running at the rate of about 100,000 a month. Current unemployment is slightly over 100,000."

"After victory in Europe, at least 11,000,000 persons now working will be without jobs."

"When the war is finally won, we can achieve a high level of employment only if we achieve a level of production without any precedent in the past. Turning back to pre-war levels would spell disaster. If we return to the 1939, or pre-war, level of production while present prices continue to prevail, we cannot escape

unemployment reaching 20,000,000.

"We have already passed the peak of war employment. Immediate sharp declines in employment are ahead. No comprehensive program is ready to be put in operation to hold employment at high level and to assure stability in transition."

"It is late—but it is not too late."

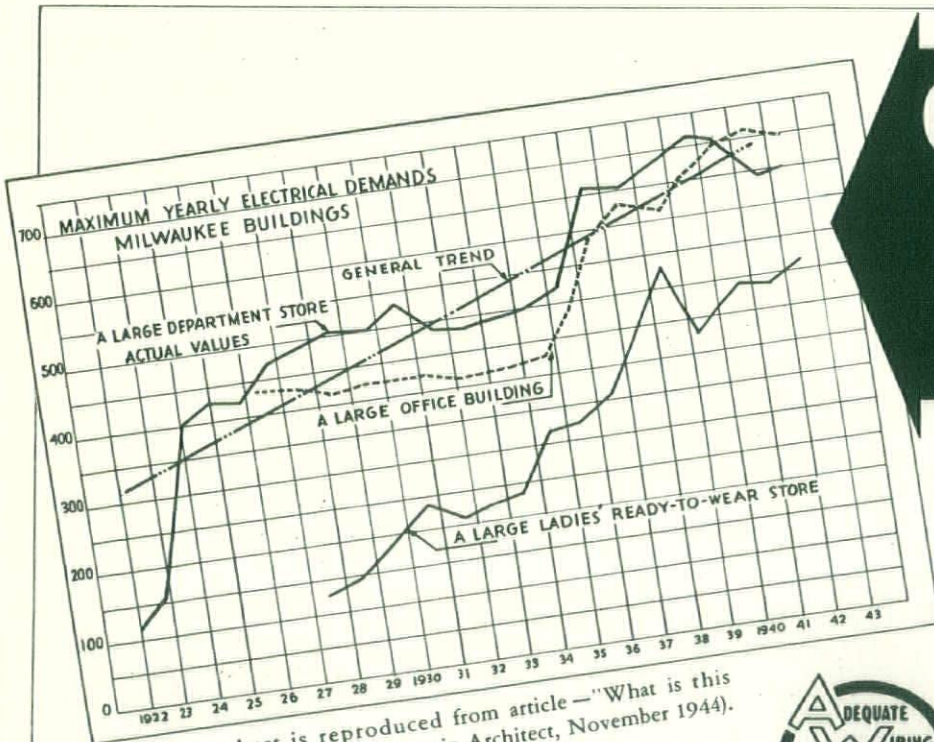
"It is not too late to recognize that a sharp deflation after V-E Day would be as dangerous as inflation. It is not too late to realize that in an economy distorted by gigantic pressures of war there are no natural forces of supply and demand" that can assure stability.

"It is not too late to remember that an unchecked and unbalanced post-war boom will end in a disastrous depression with irrevocable certainty."

"And it is not too late for labor, business and government to agree and to act in concert and with speed, to assure to all of us safe conduct through the treacherous no-man's land of industrial transition which lies ahead."

He recalled what happened after the last war, with the boom, which lasted 18 months, followed by a collapse in which unemployment shot up 6,000,000, pay rolls shrank 44 per cent and farm prices and corporate profits dwindled.

"But we must remember—that boom and collapse was child's play compared with what we will get if we try it this time," he warns.



Above chart is reproduced from article—"What is this Adequate Wiring?" (Wisconsin Architect, November 1944).

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INDUSTRY'S PRODUCTION CAPACITY

The construction industry will have the capacity to produce about 350,000 homes during the first twelve months after the defeat of Germany, according to the best estimates and opinion of government officials and industrialists. Independent inquiries and investigations by F. W. Dodge Corporation bear out the accuracy of these expectations on the basis of all available information.

Builders the country over are not so much concerned with the market for new homes as they are with their capacity to produce in the light of expected stringencies in equipment and materials, at least during the first three months after V-E Day. Many have been engaged in suppling housing needs in critical areas as a part of the war effort, and hence are ready to proceed with orders on hand, and to build houses for sale or rent.

There are many factors which have an important bearing on the capacity of the industry to produce new homes. Among these are the availability of labor, building materials and equipment, and the attitude of such government agencies as the War Production Board, the National Housing Agency, and the War Manpower Commission toward a home-building program.

As far as is known, government agencies all recognize that the success of reconversion depends in great measure on the construction industry. They have considered a schedule of production of scarce items presenting the toughest conversion or supply problems. The idea is to get a balance of building equipment on the market three months after V-E Day to permit orderly building procedure.

The latest estimates from reliable sources point to the availability of 1,120,000 construction mechanics, and in addition 440,000 helpers and experienced laborers, many of whom are now engaged in war industries. This would provide more than sufficient man power and skills for an over-all building program of 5 to 6 billion dollars which students of construction trends are estimating for the first twelve months after the end of European hostilities.

The limitations on the supply of building materials in general will be temporary, and these will be caused mainly by reconversion and inventory problems. It now appears that when these temporary problems are solved, the supply of all materials except lumber and some types of plumbing fixtures will be sufficient for a program of at least 850,000 dwelling units a year, including single-family residences as well as multiple units in apartments, hotels and dormitories, after the first year of peace.

A recent government bulletin pointed out that the long-range outlook for lumber is good, but the supply will be restricted for a time. Despite great difficulties, caused by shortages of logging equipment and skilled woods labor, Class I consumers, such as the Army, Navy, Maritime Commission and builders of war housing, are getting the lumber they need. Once the needs of Class I consumers drop, the demands for a 5 to 6 billion dollar building program can be met, and such a program envisions the construction of 350,000 dwelling units.

Discussion with industrialists and producers of building equipment permit the following observations: Steel capacity will exceed consumption by a substantial

margin. With regard to builders' finish hardware, at least three months' unrestricted production will be required to build up minimum basic inventories. Production of discontinued articles among plumbing supplies can be resumed quickly without appreciable reconversion of plant, but several months will be required for building up inventories.

* * * * *

IN NEW MILCOR SALES POSITION

Announcement of important changes in personnel is made by C. G. Wollaege, Vice President in Charge of Sales of the Milcor Steel Company, Milwaukee. Changes are effective immediately.



F. C. RASCHKA

J. Howard Riddle, who has been in charge of the Milcor Rochester Branch since 1938, has been assigned new duties in connection with special sales work. He will remain in Rochester and his services on merchandising problems will be available to the trade.

Frank C. Raschka has been appointed to take Mr. Riddle's place as Manager of the Rochester Branch. Mr. Raschka has been in the Milcor sales organization for many years and is well qualified to conduct the activities of the branch.

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HOUSING DIRECTOR TO TAKE ON DUTIES, JANUARY 8

Rudolph J. Nedvid has notified the Housing Authority of the City of Milwaukee that he is completing his work at Alexandria, Va., and will take up his duties as Housing Director for the Authority on January 8. He was chosen for the position from a group of 63 applicants.

From August 1944 to the present, he has been Chief of Site and Dwelling Standards in charge of appraising private and public housing and correcting faulty design. From 1943 to 1944 he was principal architect in charge of reports and studies with the Federal Public Housing Administration.

He was graduated from the Armour Institute of Technology and won a foreign travel scholarship. Upon his return he was assistant professor of design at Armour Tech. In various positions, affiliated with the government he was assistant architect with the Procurement Division, Treasury Department; Director of Coordination of Planning and Production for rural Resettlement Administration; Chief of Architects' and Engineers' Division, Farm Security Administration; and Project Adviser, United States Housing Authority.

Mr. Nedved has done private practise as an architect and is a former member of The American Institute of Architects.

REBUILDING OF MOSCOW

By Alexander Werth, B.B.C. and Sunday London Times
Correspondent in Moscow
Reprinted from Journal of The Royal Institute of
British Architects

I've been here in Russia almost continuously since the very beginning of the war, and I've noticed a great many changes. Moscow today and Moscow in the spring of 1942 are two very different places.

Moscow's Town Hall is a famous eighteenth-century building of classical design, but the day I visited Pronin, Mayor of Moscow, a fourth floor was being added to it, and the whole building is in the process of being completely changed and modernised. Pronin mentioned the reconstruction of this beautiful old building with a touch of regret and almost with an apology, but, he said, it didn't fit into the ensemble of Gorki Street, with its enormous blocks of modern buildings on either side and he thought that in rebuilding Moscow it would be a mistake to be over-sentimental about old buildings.

Pronin took me into the next room, where the walls were covered with dozens of sketches and drawings of post-war Moscow. Here, for example, was a model of one of the new main avenues—the Leningrad Chaussee—running northwest from the center of Moscow. Now it's only about one-third finished, but when it's completed, it'll be a tree-lined avenue nearly four miles long, with eight and nine storey blocks of flats on either side, and they're going to put up monumental Government buildings at the crossroads.

The general design of this new Soviet-architecture is quieter and more sober than many buildings built here before the war, and the general effect is likely to be impressive, though you might argue on the exact architectural merits of individual buildings, or even on their architectural distinctiveness. To define the post-war style of Soviet architecture is still very difficult, and Pronin admitted to me that no clear definition was possible yet. But the tendency is to incorporate classical rather than to build on purely modernistic lines.

There are many charming, if dilapidated, old stucco buildings in the narrow lanes of the Arbat area—the West End of old-time Moscow—and they'll have to go. But there are also ten or fifteen large buildings which need to be kept, but which will be in the way where

they are now, and these, Pronin said, would be moved on rollers, as so many buildings in Moscow were moved before the war, for example, in the job of widening Moscow's main street—Gorki Street.

They are going to cut large avenues even through the poorer and shabbier parts of South Moscow, which are still largely composed of one and two-storey wooden houses. Altogether, the tendency in post-war Moscow will be, as far as possible, to eliminate small houses and to build blocks of flats instead. If small houses were allowed to multiply, Moscow, which is already large enough, would grow absurdly in area.

There'll be many new parks and gardens, and clean air is one of Pronin's principal aims. Moscow won't be a capital without industry, but there'll be a tendency to remove some factories rather than to bring in many new ones, and smoke-abatement rules will be very strict. Chemical and other "Unhealthy" industries will be sent outside the city.

In this way the excessive growth of Moscow's population—and this is where the capital suffered so much from the housing point of view—will be kept under control.

When I asked Pronin if he thought the reconstruction of Moscow, or the rebuilding of large cities like Stalin-grad, Kharkov, and others devastated by the war, would receive priority, he said he thought both processes would go on simultaneously.

Mr. Pronin concluded: "We shall make Moscow a beautiful capital worthy of our country. But for the war Moscow would have been a pretty wonderful place by 1947, when we were going to celebrate the city's eighth centenary. But by 1950 Moscow should be one of the finest capitals in the world."

A drive to raise \$750,000 for the construction of a new 150-bed unit for St. Luke's Hospital, has been announced by E. F. Luetzow, president of the hospital board. Gerrit J. deGelleke is the architect for the new project.

The committee of sponsors is composed of thirty-six business and civic leaders in Milwaukee.

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HOUSING SURVEYS PROPOSED BY PRODUCERS' COUNCIL

A detailed plan by which urban communities can determine their future housing needs and make sound provision for the housing of all local residents, including needy families as well as those with higher incomes, has been proposed by The Producers' Council, national organization of manufacturers of building materials and equipment.

The proposal, which was prepared by Frederick M. Babcock, the Council's housing and financial consultant, calls for a thorough survey and perpetual inventory of the existing housing supply in each community, together with an analysis of additional housing needs, according to Irving W. Clark, Chairman of the Council's Residential Committee.

"Competent surveys, conducted by well-informed individuals interested in local housing, will serve four valuable purposes," Mr. Clark says. "First, they will guide local builders and developers in planning their future residential construction, help to eliminate the costly over-building and the land booms which have occurred in the past, and give greater assurance that the types of dwellings actually constructed will meet the real needs of the community.

"Secondly, local governments will obtain accurate information needed for the development of the cities, for the planning of future public works and for slum clearance. In the third place, the information obtained in the surveys will help buyers and renters of dwellings to obtain the types of homes they desire. Finally, the facts gathered will assist in determining sound policies for housing low-income families.

"To a considerable extent, the housing deficiencies of the past have been due to lack of complete and accurate information regarding true housing needs. In many communities, there has been an over-building of expensive homes and at the same time an acute shortage of suitable housing for families with lower incomes. With full information available, it will be possible to make the supply of housing conform more closely to the needs of the community."

He says further, "The local housing surveys recommended by the Council call for gathering information regarding the number, character, and condition of all existing dwellings in the metropolitan area of the city and for determining the number of families and households, their income status, their housing needs, and other useful data, including the number of dwelling units which builders and others plan to construct locally.

"Taking into account the total number of existing dwelling units, the number of families to be housed separately, the number of new dwelling units to be constructed by private enterprise, and the number of substandard dwellings to be eliminated annually, it is feasible to determine whether there will be a shortage of housing, for needy families or for others.

"The very knowledge that a shortage is impending will encourage private builders, in many cases, to undertake a larger volume of residential construction than they had contemplated before the survey was made.

"If the surveys show that an insufficient number of sound existing dwellings cannot be made available for low-income families which need public assistance in

meeting their housing needs, it may be necessary to construct new housing for this purpose, privately or publicly.

"On the other hand, if the surveys indicate that there will be a sufficient number of suitable existing dwellings to house needy families, construction of new public housing will be unnecessary, and the community's low-income families can be moved from sub-standard dwellings according to a planned schedule and can be assisted in meeting their rent payments with the aid of subsidies provided by the local government, under the supervision of a local board.

"By continuing the survey from year to year," he says in conclusion, "each local community will have a perpetual inventory of its housing status with which to plan suitable housing programs and come closer to working out a satisfactory solution to its housing problem, thus eliminating the guesswork which has provided such an unsatisfactory guide in the past."

Four major recommendations designed to streamline the procedure for financing private residential construction after the war were proposed.

"The first recommendation calls for continuing and strengthening the Federal Housing Administration through certain changes required to meet postwar conditions", Clark said. "In this connection, the Council urges that the FHA be permitted to insure mortgages of single-family dwellings, occupied by the owner, in amounts up to 90 percent of the appraised value, provided the appraisal does not exceed \$7,000. The increase from the present limit of \$6,000 is necessary to meet the increased cost of constructing these small homes.

"The second recommendation calls for passage of state legislation permitting holders of trustee funds to make direct investments in rental housing under prescribed conditions; the third, for adoption of mortgage provisions more favorable to borrowers; and the fourth, for discontinuation as soon as possible of Regulation W of the Federal Reserve Board, which restricts the time allowed for repayment of loans made for the modernization and repair of homes.

"The Council believes that ample funds will be available in the postwar years for financing necessary housing, but that the financing will be greatly facilitated if the four recommendations are adopted. At no time in the nation's history have mortgage funds been so plentiful and funds for equity payments by prospective home owners or investors so readily available.

"The stringencies of the depression years do not appear to be in prospect for some time. Accordingly, there is no general need for providing additional financing incentives. Instead, the need is to streamline financing procedures so as to be sure that they are truly sound and provide a check upon unsound methods, both in financing and in construction."

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BUILDING TRADES EMPLOYERS ASSOCIATION ELECTS DIRECTORS

At the Annual Meeting of the Board of Directors of the Building Trades Employers Association of Milwaukee, held recently at the Wisconsin Hotel, the following officers were elected to hold office for the year 1945: Arthur A. Ornst, Selzer-Ornst Company, President; E. P. Berghammer, Gebhard-Berghammer, Inc., 1st Vice-President; N. J. Klein, Patek Brothers, Inc., 2nd Vice-President; Ervin Endlich, Endlich Construction Company, Secretary; Geo. O. Toepfer, The Maag Company, Treasurer.

The Building Trades Employers Association of Milwaukee has 21 representatives of various branches of the Construction Industry on its Board of Directors.

It negotiates wage scales and working agreements with the several divisions of the Milwaukee Building and Construction Trades Council of the American Federation of Labor.

The following Directors were elected to serve for the ensuing year:

BUILDING MATERIAL — S. L. Fuller, (The Fuller Company)

CARPENTERS—A. H. Peters, (Peters Construction Co.)

EXCAVATING CONTRACTORS—Henry Wussow, (Wussow Brothers)

GENERAL CONTRACTORS—Arthur A. Ornst, (Selzer-Ornst Company); John Steigerwald, (Ed. Steigerwald & Sons Company); E. P. Berghammer, (Gebhard-Berghammer, Inc.); Eugene Schmitt, (H. Schmitt & Son, Inc.)

GLAZERS — N. J. Klein, (Patek Bros.)

HEATING CONTRACTORS — Willard Henoch, (Wenzel & Henoch)

HIGHWAY CONTRACTORS — J. Pyscynski, (Milwaukee Gen. Const. Co.)

IRON-STEEL CONTRACTORS — Sylvester Price, (Price Erecting Co.)

IRON-STEEL ORNAMENTAL CONTRACTORS — A. A. Wagner, (A. F. Wagner Iron Works)

MASON CONTRACTORS — Ervin Endlich, (Endlich Construction Co.)

PAINTERS — Hans Wagner

PLASTERERS — L. Moosbrugger, (Northwestern Plastic Art Co.)

PLUMBERS — George O. Toepfer, (The Maag Company)

SAND & GRAVEL CONTRACTORS — Henry Jaeger, (Jaeger Sand & Gravel Co.)

SEWER CONTRACTORS — Walter Lazynski, (Walter Lazynski, Inc.)

SHEET METAL CONTRACTORS — Harry Yampel, (Badger Sheet Metal & Furnace Wks)

READY MIXED CONCRETE CONTRACTORS — Henry Tews, (Tews Lime & Cement Co.)

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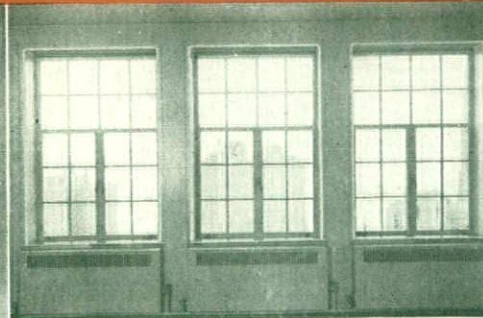
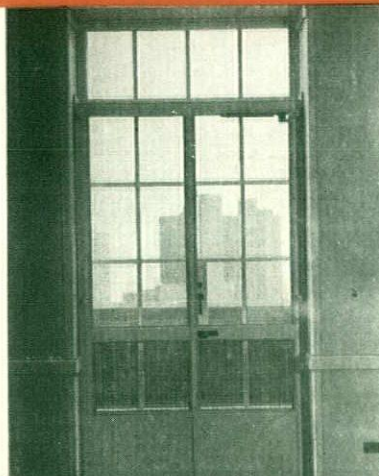
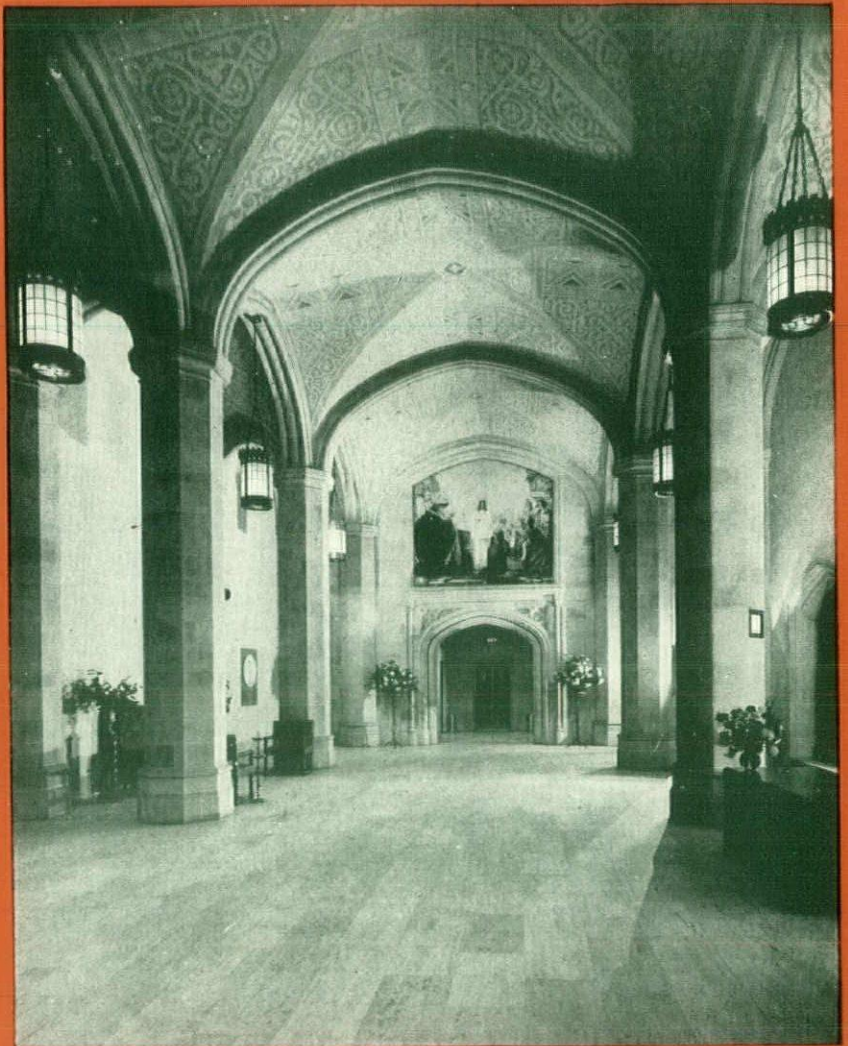
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Illustrated: Applications in Wesley Memorial Hospital, Chicago. At right: Plaster base in this lobby and throughout the building is Milcor Metal Lath.

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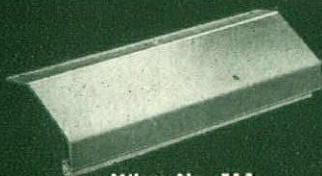
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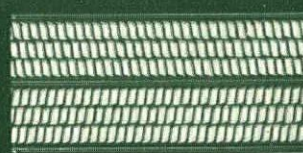
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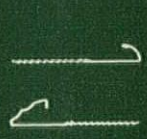
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